

## CLAIMS

What is claimed is:

Sub A1. 1. A system for transmitting a plurality of localized  
5 information streams within a common general digital audio broadcast  
channel, comprising:

a plurality of local content source information streams;

a plurality of local broadcast identifying codes each  
associated with a respective one of said plurality of local content source  
10 information streams;

a formatting module adapted to insert said plurality of local  
broadcast identifying codes into respective ones of said plurality of local  
content source information streams; and

a transmitter adapted to transmit data packets each  
15 containing at least one of said plurality of local broadcast identifying codes  
and a portion of one of said plurality of local content source information  
streams.

2. The system for transmitting a plurality of localized  
20 information streams within a common general digital audio broadcast  
channel according to claim 1, wherein:

at least one of said plurality of local broadcast identifying  
codes is contained in a header of each data packet transmitted by said  
transmitter.

3. The system for transmitting a plurality of localized  
information streams within a common general digital audio broadcast  
channel according to claim 1, wherein:

said transmitter transmits said data packets using a one-way  
30 broadcast scheme.

4. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

5 said transmitter transmits said data packets in a time division multiplex scheme.

5. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

10 said plurality of local broadcast identifying codes each relate to a local geographic area within a general broadcast area serviced by said system.

6. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

said plurality of local broadcast identifying codes each relate to a postal code.

7. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

20 said plurality of local broadcast identifying codes each relate to a zip code.

8. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

25 said plurality of local broadcast identifying codes are each based on a respective geographic area.

9. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

5           said system for transmitting is included within a satellite broadcast system.

10           10. The system for transmitting a plurality of localized information streams within a common general digital audio broadcast channel according to claim 1, wherein:

          said system for transmitting is included within a wired cable broadcast system.

15           Sub 1. A method for transmitting a plurality of local broadcast information streams within a common channel, comprising:

          associating one of a plurality of unique local broadcast identifying codes with each of a plurality of local content information streams; and

20           transmitting over said common channel a plurality of data packets each containing one of said plurality of content information streams and an associated one of said plurality of unique local broadcast identifying codes.

25           12. The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, wherein:

          said local content information streams are each a digital audio broadcast information stream.

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13. The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, wherein:

each of said unique local broadcast identifying codes are  
5 associated with a local geographic area within a general broadcast area.

14. The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 13, wherein:

10 said general broadcast area is nationwide.

15. The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, further comprising:

15 formatting data packets for each of said plurality of local content information streams.

16. The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 15, further comprising:

20 including at least one of said plurality of unique local broadcast identifying codes in respective header portions of said data packets.

17. The method for transmitting a plurality of local broadcast information streams within a common channel according to claim 11, wherein:

said common channel is a digital audio broadcast channel.

SEE FIG. 11A-11F

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A3 Apparatus for transmitting a plurality of local broadcast  
information streams within a common channel, comprising:

means for associating one of a plurality of unique local  
broadcast identifying codes with each of a plurality of local content  
5 information streams; and

means for transmitting over said common channel a plurality  
of data packets each containing one of said plurality of content  
information streams and an associated one of said plurality of unique local  
broadcast identifying codes.

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19. The apparatus for transmitting a plurality of local  
broadcast information streams within a common channel according to  
claim 18, wherein:

said local content information streams are each a digital  
15 audio broadcast information stream.

20. The apparatus for transmitting a plurality of local  
broadcast information streams within a common channel according to  
claim 18, wherein:

said means for associating associates each of said unique  
local broadcast identifying codes with a local geographic area within a  
general broadcast area.

21. The apparatus for transmitting a plurality of local  
25 broadcast information streams within a common channel according to  
claim 20, wherein:

said general broadcast area is nationwide.

22. The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 18, further comprising:

5 means for formatting data packets for each of said plurality of local content information streams.

23. The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 22, further comprising:

10 means for including at least one of said plurality of unique local broadcast identifying codes in respective header portions of said data packets.

24. The apparatus for transmitting a plurality of local broadcast information streams within a common channel according to claim 18, wherein:

said common channel is a digital audio broadcast channel.

25. An information stream combiner for a digital audio broadcast transmitter, comprising:

a local audio content source;

a module adapted to packetize said local audio content source;

a local broadcast identifying code storage element; and

25 a processor adapted to insert a local identifying code obtained from said local broadcast identifying code storage element into each data packet containing a portion of said local audio content source.

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26. The information stream combiner for a digital audio broadcast transmitter according to claim 25, wherein:

said processor is adapted to insert said local identifying code into a header portion of each data packet.

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27. The information stream combiner for a digital audio broadcast transmitter according to claim 25, wherein:

said local identifying code is a zip code.

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28. The information stream combiner for a digital audio broadcast transmitter according to claim 25, further comprising:

an audio encoder to compress a transmitted data rate with respect to said local audio content source.

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29. A method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system, comprising:

monitoring said common channel for a local audio transmission associated with a geographic location of a receiver; and

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playing back said local audio content source information stream if a monitored local audio transmission is associated with said geographic location of said receiver.

30. A method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system according to claim 29, further comprising:

5 storing a unique local broadcast identifying code associated with said geographic location of said receiver;  
said monitoring including a search of detected data packets for said unique local broadcast identifying code contained therein corresponding to a transmission associated with said geographic location of said receiver.

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31. The method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system according to claim 30, wherein:

15 said unique local broadcast identifying code is a zip code.

32. The method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system according to claim 29, further comprising:

20 preempting reception of a general broadcast during reception of transmissions relating to said geographic location of said receiver.

33. The method of receiving one of a plurality of local audio content source information streams in a common channel of a digital audio broadcast system according to claim 29, further comprising:

25 superimposing transmissions associated with said geographic location of said receiver with transmissions relating to a general broadcast.